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Schravendee & Seegers Sons, Inc.
New York, N.Y.

Grow

Peninsular Lily Bulbs



Produced In The Heart of Florida

Five years of experience
supports the claim that—

*The Florida
Improved Easter Lily
is Unsurpassed!*





Why do Peninsular Lilies Excel?

Because Peninsular Lilies . . .

- ★ Force at moderate temperatures
- ★ Produce abundant bud count
- ★ Force in 13-14 weeks
- ★ Make excellent pot plants
- ★ Are perfect cut flowers
- ★ Are fine keeper and shipper
- ★ Have large blooms with exceptional substance
- ★ Are fast, vigorous and dependable grower
- ★ Have clean, strong, attractive foliage.



Peninsular Lilies—

*possess all the good qualities desired in a lily.
You can grow Peninsular Lilies with both
pride and profit!*



(Photos by Ed Socks, Wauchula, Florida)

The following factors have favored and governed the growers of Peninsular Lilies and will continue to do so:

- ★ Ideal climate for lilies
- ★ Fair labor costs
- ★ Rigid rogueing
- ★ State inspection
- ★ Early harvest and delivery
- ★ Shorter shipping distances
- ★ Proper cold storage
- ★ Careful grading

PENINSULAR LILY BULBS are carefully graded and packed. We offer them in two size cases. Our special packing in separate sizes helps speed your planting operation and insures even maturity.

A		B	
<i>(Small Case)</i>		<i>(Large Case)</i>	
\$65.00		\$75.00	
6-7	175	6-7	200
7-8	150	7-8	175
8-9	125	8-9	150
	100	9-10	125
		10-11	100

We suggest you order your Peninsular Lily Bulbs from new crop just harvested and now in cold storage, available after August 1st.

Our representative and ourselves assure you that your order will have our closest attention.

REPRESENTED BY

SCHRAVENDEEL & SEGERS SONS, INC.
44 WHITEHALL STREET, NEW YORK 4, N.Y.